

NEW! TLC in partnership with
IAAP Announce The Administrative
Professionals Channel! (see page 6 for details)

*Join more than 200
organizations from around
the world that participate
in TLC's Annual Briefing for
Administrative Professionals*

LIVE via Satellite, Videoconference, and the Web

World-class training
and recognition for
all of your support
staff on Administrative
Professionals Day!

THE 2006 ANNUAL BRIEFING FOR ADMINISTRATIVE PROFESSIONALS

Fast Forward: Managing Change and Creating Opportunities for Success

April 26th, 2006 | 1:00 – 3:00 pm EDT

Featuring:



**Stephen
Covey**

on
Leadership



**Jackie
Freiberg**

on
Becoming a
Remarkably
Different
Administrative
Professional



Kay E. Enlow
CPS/CAP

IAAP International
President

on
The State of the
Administrative
Profession

PRESENTED BY:



IN ASSOCIATION WITH:



SPONSORED BY:



For more information or to
register, visit us online or
email contact@targetlearn.com

THE 2006 ANNUAL Administrative Professionals Briefing

PROGRAM SCHEDULE

INTRODUCTIONS AND WELCOME

Tracey Matisak, Program Host

THE 2005 BRIEFING ON THE STATE OF THE PROFESSION

Kay E. Enlow CPS/CAP,
President, International
Association of Administrative
Professionals

KEYNOTE ADDRESS

Leadership - Stephen Covey

QUESTIONS AND ANSWERS

Stephen Covey and
Kay E. Enlow CPS/CAP

BREAK

AWARD PRESENTATION

OfficeTeam Administrative
Excellence Award

PRESENTATION

Becoming a Remarkably
Different Administrative
Professional - Jackie Freiberg

QUESTIONS AND ANSWERS

Stephen Covey, Jackie Freiberg,
and Kay E. Enlow CPS/CAP

Targeted Learning Corporation, in association with the International Association of Administrative Professionals (IAAP), OfficeTeam, and Microsoft Corporation continue the tradition of this annual event. Held on Administrative Professionals' Day (April 26th), the *2006 Annual Briefing for Administrative Professionals*, now in its nineteenth year, is the only LIVE satellite training event devoted to recognizing and celebrating the contributions of administrative professionals to the workforce.

PROGRAM OVERVIEW

- Briefing on the State of the Administrative Profession by Kay E. Enlow CPS/CAP, International President of the International Association of Administrative Professionals
- Keynote Address by Stephen Covey, author of *The 8th Habit*, on Leadership
- Presentation by Jackie Freiberg, author of *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success*, on Becoming a Remarkably Different Administrative Professional
- The OfficeTeam Administrative Excellence Award presented by OfficeTeam

KEY LEARNING OBJECTIVES AND OUTCOMES

| Key Learning Objectives | Key Outcomes |
|---|---|
| How to tap into your talents and fuel your passion | Increase engagement and improve overall effectiveness |
| How to find your voice and help others to find theirs | Improve collaboration and communication |
| How to build better relationships and become an Administrative Professional of Choice | Improve relationship building and leadership capability |
| How to achieve work/life balance and meaning | Increase energy and effectiveness |

OPTIONAL RECOGNITION PROGRAMS

Each participating organization has the option to participate in both of the following recognition programs for the *2006 Briefing for Administrative Professionals*:

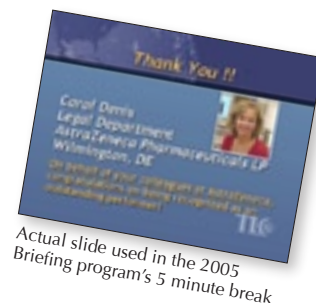
► Select a Deserving Admin to be Recognized Live on the Air!

Each participating organization may recognize a deserving administrative professional during the program (only one admin per organization). TLC will feature admins from around the world during the program's five minute break, organizations may include (all on one slide):

- First and last name of the administrative professional to be honored
- Organization's name
- The city and state/province where the organization is located
- The admin's picture in JPEG form (optional)
- Customized message thanking and/or recognizing your admin in 15 words or less (optional)

► Submit a Nomination for the OfficeTeam Administrative Excellence Award

The OfficeTeam Administrative Excellence Award was established in 2004 to recognize the exceptional accomplishments of administrative professionals and to honor those who bring leadership, pride and credibility to the administrative profession every day. If your organization is interested in nominating an individual(s), please go to www.officeteamaward.com and complete the online application by January 31, 2006. Organizations may nominate as many administrative professionals of their choosing and the overall winner will be notified by March 21st, 2006. The winner will receive an all-expense paid trip to Salt Lake City, Utah to appear live on the program to receive this prestigious award. In addition, the winner will receive numerous gifts provided by IAAP, OfficeTeam, Microsoft Corporation and Targeted Learning Corporation.



Actual slide used in the 2005
Briefing program's 5 minute break

For more information or to
register, visit us online or
email contact@targetlearn.com



"This was a tremendous webcast and was very informative!"

—Zurich North America

IMPLEMENTING THE 2006 BRIEFING IN YOUR ORGANIZATION

"This is the second briefing, which I attended by videoconference. The briefing was very well orchestrated, educational and informative—a way to recharge my battery while still at work."

—Eli Lilly

"This was really a must have session for all administrative professionals. I enjoyed the content, the atmosphere, and most especially the presenters. The workshops were fabulous, very interactive, educational and fun."

—Montgomery College

For more information or to register, [visit us online](#) or email contact@targetlearn.com

1 Pre-Program Planning

Determine if the 2006 Briefing will be your organization's only training and recognition program on Administrative Professionals Day or if it will be coordinated with other internal or external programs (see survey data below for benchmark information).

2 Determine Your Viewing Technology(ies) and Venue(s)

First, your organization will need to decide if your support staff will view the program at their desks and/or in a group setting which will require selecting a venue(s) (e.g. meeting room or hotel). Next, determine if your organization will participate in the live session via Satellite, Videoconference and/or the web and if your organization will also participate in the archived version via on-demand to the desktop and/or DVD/VHS.

3 Determine Your Audience Size

Evaluate offering the event to all of your support staff as part of an inclusive training approach on Administrative Professionals' Day.

4 Evaluate Competing Priorities and Schedules

There will be a percentage of your support staff that will be unable to participate in the live offering because of schedule conflicts, priorities and illness. Evaluate your organization's roll-out strategy and consider hosting additional sessions several weeks after the live event for the support staff that were unable to attend. This will achieve an inclusive approach and simultaneously communicate your organization's commitment to the development and recognition of its support staff.

5 Announcing the 2006 Briefing in Your Organization

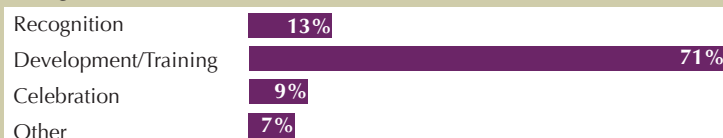
TLC suggests using both email and face-to-face meetings (if possible) as part of the communication strategy. TLC provides both an implementation guide which includes sample emails and an internal marketing flyer you can customize for your organization. Your organization will need to determine the specific positioning and frequency of your message to your support staff. Consider the following:

- Sending an email from a senior executive thanking the support staff for their contributions and announcing the 2006 Briefing as a gift of learning from the organization
- Inviting the administrative professionals and their managers to participate in the program
- Advertising the program on your organization's intranet
- Inviting client support staff to participate in the program

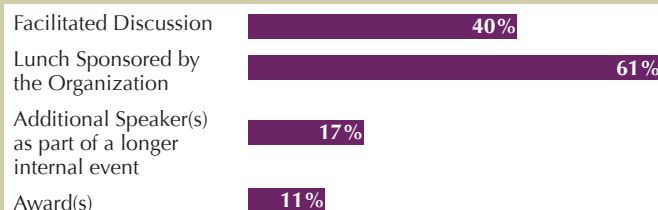
Survey Data from the 2005 Briefing for Administrative Professionals

The survey data below is based on responses from over 250 organizations that participated in the 2005 Briefing for Administrative Professionals.

What is the primary reason you brought the 2005 Briefing for Administrative Professionals into your organization?



Which of the following, if any, did you incorporate into the internal delivery of the 2005 Briefing for Administrative Professionals?



"The broadcast was excellent!"

—Los Alamos Labs

PRESENTERS

"This training briefing is a great idea and is well worth the time and effort put in to arrange it. Training is a great reward to offer for Admin Professionals' Day. The welcoming by our company HR VP was a great introduction!"

—Astra Zeneca

"This was a great application course. The leadership skills presented by the speaker gave a practical application to subjects that were touched upon during my college courses."

—Mary Rutan Hospital



Stephen Covey *on Leadership*

Being effective as individuals and organizations is no longer merely an option—survival in today's world requires it. Accessing the higher levels of human genius and motivation in today's new reality requires a sea change in thinking: a new mind-set, a new skill-set, a new tool-set—in short, a whole new habit. The challenge is this: to find your voice and inspire others to find theirs.

But this new reality will require us to reach beyond effectiveness. It's fulfillment, contribution and greatness. In this presentation, Dr. Covey will help participants to understand the following:

- How to tap into your talents and fuel your passion
- How to find your voice and help others find theirs
- How to achieve, both at work and at home, fulfillment, significance and contribution

In 1996, **Stephen R. Covey** was recognized as one of *Time* magazine's 25 most influential Americans and one of *Sales and Marketing Management's* top 25 power brokers. Dr. Covey is the author of several acclaimed books, including the international bestseller, *The 7 Habits of Highly Effective People*. It has sold more than 15 million copies in 38 languages throughout the world. His latest work, *The 8th Habit: From Effectiveness to Greatness*, was recently released and has already been named #1 on best seller lists in the *New York Times*, *Wall Street Journal*, and *USA Today*. Other bestsellers authored by Dr. Covey include *First Things First*, *Principle-Centered Leadership*, with sales exceeding one million, and *The 7 Habits of Highly Effective Families*. As vice-chairman of FranklinCovey, he guides the largest management and leadership development organization in the world, putting his theories into daily practice. Dr. Covey has been honored with numerous awards including the National Entrepreneur of the Year Lifetime Achievement Award for Entrepreneurial Leadership.



Jackie Freiberg *on Becoming a Remarkably Different Administrative Professional*

The world is not changed by those who are unwilling to take risks. It takes GUTS to move an organization in bold new directions. It takes GUTS to lead with love and trust, rather than abstract authority and fear. It takes GUTS to make work fun and not take yourself too seriously. It takes GUTS to be

accountable. Jackie Freiberg is an expert on GUTSY Leaders and Companies that are Blowing the Doors Off Business-As-Usual. Since the publication of her bestseller, *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* and more recently, *GUTS! Companies that Blow the Doors Off Business-As-Usual*, Jackie has been delivering practical business strategies that will help YOU become more alive, more passionate, more productive in all that you do. Jackie will give you a first hand look at the business case behind leadership as a relationship—and how you can make a huge difference in your organization without being the CEO! Jackie will challenge you to be more Gutsy and in the process, become Remarkably Different in the work that you do.

What you will learn:

- Three critical questions to becoming more ALIVE at work
- Three critical questions to building better relationships and becoming an Administrative Professional of Choice
- To lighten-up, loosen-up and make work fun

Jackie Freiberg and her husband, Kevin, are authors of, *GUTS! Companies that Blow the Doors Off Business-as-Usual*. *GUTS!* which follows the Freibergs' award-winning, national best-seller, *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success*. *NUTS!* has sold over 500,000 copies worldwide.

Through her speeches Jackie Freiberg inspires audiences to get GUTSY by sharing first-hand business experiences, insights and strategies. Jackie is passionate about equipping participants with hope, ideas and practical tools to kick-start and re-inspire their journey toward becoming employers of choice! Jackie is co-founder of the Family Business Institute at the University of San Diego where she was one of the creative forces behind the development of practical, research-based educational programs for closely-held family businesses.



**"This was a wonderful experience—
very informative and interesting."**

—Frito Lay

PROGRAM RESOURCES

(included at no additional charge)

EXPERIENCE THE ANNUAL BRIEFING FOR ADMINISTRATIVE PROFESSIONALS

(click on links below)

Review a Sample
Participant Guide

Review a Sample
Facilitator's Guide

View the Opening
Remarks from The
Annual Briefing
for Administrative
Professionals

► Participant Guide

Each site will receive a participant guide (in PDF format) that can be reproduced and distributed prior to the program. The guide includes:

- biographical information on all the presenters
- pre- and post-learning activities
- program content with note-taking space
- copies of the slides used by the presenters
- and additional resources for continued professional development

► Facilitator Guide and Training Instructions

A facilitator's guide will be provided so that the presentation and discussion can be adapted and enhanced for each unique site. In addition, TLC provides a one-hour facilitator's conference call, held approximately four weeks in advance of the program, for additional support.

► Program Implementation Guide *(including Internal Marketing Flyer)*

TLC provides a program implementation guide that includes the following:

- one page flyer template that can be tailored to promote the event internally
- sample email announcements
- implementation options including delivery types and audience selection

► Certificate of Participation from IAAP and TLC

An online certificate of attendance will be available for download and each attendee is eligible for 2 recertification points for all participants having the Certified Professional SecretaryR (CPSR) and/or Certified Administrative ProfessionalR (CAPR) designation.

► Satellite

Available on C band and The Leadership Development Channel (for subscribing organizations only). A test time is provided approximately two weeks in advance of the event and one hour before the start of the program.

► Videoconference

D2 Productions, TLC's videoconferencing provider, will test and deliver the event direct to your videoconferencing system(s). Additional fees apply for videoconference delivery.

► Web

Available to the desktop for both individual and group viewing using Windows Media Player. TLC provides technical help and testing in advance of the live program to ensure a clean transmission.

► DVD/VHS

A delayed viewing of the program is also available. This option offers scheduling flexibility and allows facilitators to preview the program to maximize preparation and effective positioning. Restrictions do apply—please contact TLC directly for further information.

TECHNOLOGY OPTIONS OVERVIEW

**"Great information
provided in this
program! I liked the
fact we could see and
hear the speakers and
follow along with
the material that was
provided on the web."**

-Aetna Corporation

For more information or to
register, [visit us online](#) or
email contact@targetlearn.com

SAMPLE 2005 PARTICIPATION LIST

| | | | |
|--|-------------------------------------|--|-------------------------------------|
| AGILENT Technologies | Capital One Financial Services | Intel | Pepco Holdings, Inc. |
| AIG | Catholic Health East | JC Penney | Pfizer |
| AIM Investments | Cessna Aircraft Company | JD Irving Limited | PPG Industries |
| Air Products and Chemicals | Chevron Texaco | Johnson & Johnson | Procter & Gamble |
| American Cable Association | Children's Hospital of Philadelphia | Kaiser Permanente | Saudi Aramco |
| American Cancer Society | DaimlerChrysler | Lawrence Livermore National Laboratory | Sentara Healthcare |
| Apollo Group | Deloitte & Touche | Lockheed Martin | Shell |
| Applied Materials | Delphi Steering Systems | Lucent | Siemens Medical Solutions |
| Aramco Services Co. | Department of Aviation | Merck | Solvay |
| Arbitron | Disney | Microsoft | Pharmaceuticals Inc. |
| Association of American Medical Colleges | Dow Chemical | Millennium Pharmaceuticals | Sony Music Entertainment Inc. |
| Astra Zeneca Pharmaceuticals | Eli Lilly | Milliken | Southern Company |
| Barclays Capital | FedEx Freight Corporation | Monsanto | State Farm Insurance |
| Bausch & Lomb | Fidelity Investments | Motorola | Subaru of America Inc. |
| Bechtel Corporation | Frito-Lay, Inc. | NASA | Symantec |
| Berlex Laboratories | Georgia Pacific | National Defense University | T Rowe Price |
| Blue Cross Blue Shield, MI | Guardian Life Insurance Company | National Park Service | U.S. Department of Veterans Affairs |
| Boeing Company | Guidant | Nationwide Insurance | U.S. Postal Service |
| Boston Scientific Corporation | Hewlett-Packard | New York Life Insurance | US Army |
| BP Exploration Inc. | Hoffmann-La Roche | Nokia | US Department of Justice |
| Briggs & Stratton Corporation | Honeywell | Office Depot | US Navy Federal Credit Union |
| | International Inc. | Owens Corning | USDA |
| | IBM Corporation | Panasonic | Watson Wyatt World Wide |
| | Imation | Automotive Systems Co. | |

REGISTRATION INFORMATION

TLC will contact you directly to confirm your registration and provide additional details.

FOUR OPTIONS TO REGISTER

- 1) CALL: 800-243-9799 x77 (or Option 2)
- 2) FAX (this page): 207-846-0822
- 3) MAIL (this page): Targeted Learning Corporation
189 Main Street, 3rd Floor
Yarmouth, ME 04096
- 4) ONLINE: <http://www.targetlearn.com/briefing2006>

YOUR INFORMATION

| | |
|-----------------|-----------------|
| NAME | _____ |
| TITLE | _____ |
| ORGANIZATION | _____ |
| ADDRESS | _____ |
| CITY | _____ |
| STATE/PROVINCE: | ZIP/POSTAL CODE |
| COUNTRY | _____ |
| PHONE: | _____ |
| FAX | _____ |
| EMAIL | _____ |

YOUR PARTICIPATION LEVEL

To indicate your level of participation, please check the appropriate box below.

2006 Pricing Rates (pricing is based on the number of participants regardless of number of locations/sites)

- ☐ 1 – 9 people \$125/person
- ☐ 10 – 20 people \$1,195
- ☐ 21 – 40 people \$1,395
- ☐ 41 – 60 people \$1,595
- ☐ 61 – 100 people \$1,795
- ☐ 101 – 150 people \$1,995
- ☐ More than 150 participants..... call
800.243.9799
for quote

YOUR TECHNOLOGY (DELIVERY) PREFERENCE

Please indicate your technology preference for receiving the event.

- ☐ Satellite ☐ Videconference*
- ☐ Webcast ☐ DVD/VHS**

*Additional charges apply for videoconference delivery

**DVD/VHS viewing is available for an additional charge above the full program fee listed above. Viewing restrictions do apply. Please contact TLC directly at 800-243-9799 regarding this viewing option.

NEW! TLC in partnership with IAAP Announce...

THE ADMINISTRATIVE PROFESSIONALS CHANNEL

What is The Administrative Professionals Channel?

An online, video-based learning system designed to address the key competency development areas of administrative professionals. It's convenient and easy. Browse our course catalog and review programs specifically chosen to fulfill target competencies needed by every administrative professional. Featuring live, interactive, and on-demand programs with foremost experts, the Administrative Professional Channel includes:

- The Annual Briefing for Administrative Professionals
- 100 best-in-class video programs ranging in length from three minute to two hours
- Quarterly live and interactive webinars highlighting gurus such as Stephen Covey
- Continuing Education Unit (CEU) for all programs
- CPS/CAP recertification credit
- Direct-to-the-desktop streaming and on-demand access
- Participant materials to support continued learning

How does the AP Channel Address Your Needs?

TLC has developed a unique learning channel designed to meet the increasing demands placed on today's administrative professional. Our solution addresses the following objectives:

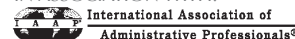
- Provides cost-effective training that can be delivered globally on critical competency areas such as Leadership, Communication, and Computer Skills
- Eliminates travel to costly training programs
- Offers a flexible training solution which can be used for individual and/or group learning
- Demonstrates your organization's commitment to the development of your support staff
- Energizes your support staff while promoting a culture of learning
- Keeps your support staff current in their profession

For more information, including a complete brochure, pricing information and to schedule a personal tour of this unique learning solution, please contact TLC at 800-243-9799 x77 (or Option 2).

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